

ABSTRACT

Cultivating organic vegetables that is eco-friendly agriculture by making use of natural materials in the production process. The pattern of healthy living that began to be applied by people in Indonesia, pushing the demand for organic vegetables. The increased demand for organic vegetables product required product availability. Cultivating organic vegetables can be classified as potential because as economic source of the village.

The role of organic vegetable farmer groups in the development of the local economy are indispensable as a media of learning, growing, and problem solution media product marketing. Problems in the business of cultivating organic vegetables, is the transition a system of farming and understanding farmers in the organic vegetables product .The purpose of this research is (1) described the farmers in desa batur kecamatan getasan kabupaten semarang .(2) described an important role the farmers in the production of the organic vegetables in the desa batur kecamatan getasan kabupaten semarang in order to develop the local economy . (3) described local economic development strategy through the role of farming in desa batur kecamatan getasan kabupaten semarang. This research using the qualitative descriptive method with approach case study .

The results of the study explained that in the business of cultivating organic vegetables need the role of agricultural in every stage of production process and marketing products. Farmers give problems solutions about business of cultivating organic vegetables at each meeting routine among members the farmers. Farmers who do not join in the group will get in trouble for product marketing and the price organic products of vegetable will be played by the market.

Keywords : local economic development, agricultural institutions, farmers, manage system